

DOWNTOWN TORRANCE SIGNAGE STANDARDS

All signs erected, maintained or located in the Redevelopment Project Area, shall comply with the provisions described herein. In circumstances where said provisions do not address a particular aspect of signage, the Sign Ordinance of the City of Torrance will take precedence. The Downtown Design Manual shall be used as a guideline for establishing aesthetic standards. No sign shall be erected or altered before acquiring a sign permit. Moreover, no sign permit shall be issued for any additional sign or alterations to existing signs until all signs on the property or development conform to said provisions.

I. DEFINITIONS

- a) Area of Sign. "Area of Sign" shall mean the total area within the extreme perimeter of the attraction area intended to draw attention to the sign, including all open spaces and the supports which the sign rests upon.
- b) Ground Sign. "Ground Sign" shall mean a sign not wholly supported on a building or on a structure other than a sign structure.
- c) Projecting Sign. "Projecting Sign" shall mean a sign suspended from or supported from a building or structure and projecting out therefrom more than one (1) foot.
- d) Hanging Sign. "Hanging Sign" shall mean a sign suspended from a building or structure which is perpendicular or parallel to the facade of the building.
- e) Roof Sign. "Roof Sign" shall mean any sign supported by the roof of a building or placed above the apparent flat roof or eaves of a building as viewed from any elevation.
- f) Temporary Sign. "Temporary Sign" shall mean a banner type sign constructed of a sturdy material, such as canvas, so as to prevent rapid deterioration. Such sign is intended to be displayed for a short period of time only.
- g) Wall Sign. "Wall Sign" shall mean any sign painted on, attached to or projecting from the wall surface of a building (including permanent window signs and signs on awnings). A wall sign shall not project above the apparent flat roof or eave line as viewed from all elevations.
- h) Awning. "Awning" shall mean any structure, such as canvas, projecting from the wall of a building over a window or entrance.
- i) Qualified Street Frontage. "Qualified Street Frontage" shall mean the width of storefront of a commercial or industrial development fronting on a major or secondary thoroughfare. In cases of corner or through lots, only one (1) street frontage may be used as qualified street frontage for purposes of calculating permitted sign area.
- j) Monument Sign. "Monument Sign" shall mean an independent structure supported from grade to the bottom of the sign with the appearance of having a solid base.

2. SIGNAGE: TYPES PERMITTED

The types of signs permitted in the Downtown Project Area will be limited to wall signs, temporary signs, hanging signs, and logo signs,. Awnings and Monument signs will also be permitted. Illuminated signs will be permitted and shall conform with the Torrance Municipal Code Sign Ordinance

Following are restrictions for each type sign:

- a) Wall Signs. Wall signs shall not exceed fifteen (15) percent of the exposed area of the wall on which they are located. Said fifteen (15) percent also to include valance, permanent window signs and temporary signs.
- b) Hanging Signs. Hanging signs will be limited to nine (9) square feet in area and will be attached to the building. Material used for fastening or supporting hanging signs will be restricted to metals with porcelain enamel, stainless steel, brass or bronze finished. For adequate clearance, hanging signs will be placed no lower than eight feet above grade. Those over publicly owned rights-of-way shall require an encroachment permit.
- c) Temporary Signs. Temporary signs shall not exceed ten (10) percent of the window.
- d) Monument Signs. Monument signs shall not exceed five (5) feet in height and twenty-five (25) square feet in area.

3. SIGNAGE: TYPES NOT PERMITTED

The following types of signs will be prohibited in the Downtown Redevelopment Project Area:

- a) Ground/pole signs
- b) Roof signs or any type of sign which is placed above the apparent flat roof or eaves of a building.
- c) External rotating, moving, flashing, changing, blinking signs.
- d) Permanent signs will be for business identification only; brand names or product advertising are not permitted.
- e) Permanent signs will not cover windows, building details, trim, roof or tower over the building.

4. SIGNAGE AREA

Total sign area allotment permitted will be one and one-half (1.5) square of sign for each linear foot of qualified street frontage with a minimum allowance twenty-five (25) square feet. Maximum height of letters will be restricted to eighteen (18) inches; maximum height of letters on canvas awnings will be limited to ten (10) inches. Business identification shall not exceed two (2) feet, six (6) inches.

5. SECOND STORY SIGNAGE

Where leasable office space occurs on a second level, signage will be allowed for building identification. Window signs consisting of lettering only shall be allowed for business identification. Letters can be no higher than six inches.

On a parapet or windowless wall, signage may include representational graphics, symbols or logos not to exceed sixteen (16) square feet in area. This will not be counted as part of the allowable sign footage.

6. COLORS

Signage colors will compliment building colors and materials and will be limited to three (3) accent colors from the approved color palette for Downtown.*

7. MULTI-TENANT BUILDING

Any change in signage of a multi-tenant building fosters a review of all non-conforming signage on the property or development by the Environmental Quality and Energy Conservation Commission. The Commission shall have the authority to review the signage for consistency in color, size, location and lettering styles, and to require formulation and implementation of comprehensive signage program for the property or development.

8. NON-CONFORMING SIGNS

All applications for signs which do not conform to the provisions described herein shall be submitted by the Director of Building & Safety to the Environmental Quality and Energy Conservation Commission. Additionally, a sign application will be submitted to the Environmental Quality & Energy Conservation Commission when other signs located on the same property or development do not conform with signage provisions.

9. EXCEPTIONS FOR ARTERIAL STREETS

All signs erected, maintained or located on both sides of Torrance Boulevard, Cabrillo Avenue and Carson Street, which fall within the Downtown Redevelopment Project Area, shall conform to the Torrance Municipal Code except that:

- a) Roof signs and ground/pole signs will be prohibited unless reviewed and approved by the Environmental Quality Commission after a finding of fact that no other adequate means can be found to identify the business
- b) Permanent signs will not cover windows, building details, trim, roof or tower over the building.
- c) Requirements for color and maximum signage area will be the same as those for the rest of the Downtown Redevelopment Project Area.

* Color palette can be obtained through the Redevelopment Division of the Planning Department.